

## Message Text

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ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 USIA-15 RSC-01 /034 W

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FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 7507

UNCLAS TOKYO 0961

FOR COMMERCE/OED/DONALD T. JONES

E.O. 11652:N/A

TAGS: BEXP, BTRA, JA

SUBJECT: FOREIGN BUYERS PROGRAM: AMERICAN TOY FAIR

REF: 1) STATE 011082; 2) STATE 003252

1) FOLLOWING IS LIST TOY BUYERS GROUP MEMBERS WHO HAVE  
JOINED TO DATE:

1. MR. TAICHIRO MURAI, PRESIDENT, KADO TOYS CO., LTD.,  
MINI CAR & HOBBY IMPORTER AND WHOLESALE;

2. MR. KINO, MANAGING DIRECTOR, ROYAL CO., LTD.,  
BABY TOYS IMPORTER AND EXPORTER, INTERESTED IN  
EDUCATIONAL TOYS;

3. MR. SATO, PRESIDENT, NICHYU CO., LTD., GAMES  
GOODS IMPORTER, INTERESTED IN WIDE RANGE TOYS  
FROM ADULT TO CHILDREN;

4. MR. KATSUHITO HATTORI, MANAGER, SEG CORPORATION  
(MARKETING CONSULTANT), TOUR LEADER, INTERESTED IN  
CRAFTS AND GAMES, IMPORT AND LICENSING.

2) KADO TOYS AND NICHYU ARE LARGE IMPORTERS WHO ANTICI-  
PATE PURCHASES DOLS. 50,000 EACH. MR. HATTORI, AS  
INDICATED, IS TOUR LEADER. NOTE STRONG INTEREST IN  
EDUCATIONAL AND "CREATIVE" TOYS, E.G., HOBBY AND  
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CRAFTS, GAMES, ETC., WHICH IS WHERE WE PREVIOUSLY

INDICATED U.S. TOY MARKET IN JAPAN LIES.

3) GROUP ARRIVES NEW YORK, SATURDAY, FEB. 15 AT 7:57 P.M.  
VIA AA154 FROM CHICAGO. HOTEL PRESENTLY UNKNOWN.  
GROUP PLANS VISIT TOY FAIR ON FEB. 17 AND 18 AND  
MORNING FEB. 19. DUE TO SMALL SIZE OF GROUP, THERE  
IS NO OBJECTION TO TAKING THEM AROUND TO MEET EXHIBITORS  
ON GROUP BASIS.

4) WE ANTICIPATE ADDITIONAL BUYERS MAY JOIN LATER. WE  
DO NOT RPT NOT CONSIDER SMALL NUMBER BUYERS DIS-  
APPOINTING, AS TIMING N.Y. SHOW, INCLUDING TRAVEL,  
CONFLICTS WITH WELL-ESTABLISHED NUREMBERG SHOW. WE  
BELIEVE THIS IS GOOD START TO INCREASING U.S. SHARE  
TOY-GAME-HANDICRAFT MARKET IN JAPAN.

5) CATALOGS HAVE BEEN RECEIVED AND HAVE ALREADY BEEN  
USED AT MEETING JAPAN TOY IMPORTERS ASSOCIATION,  
WHERE GREAT INTEREST WAS SHOWN. WE WILL MAKE  
FURTHER USE THESE CATALOGS AND USDOC EXHIBITORS  
LIST IN FUTURE.

6) WE WILL INFORM NAME NEW YORK HOTEL WHEN KNOWN.  
PLEASE INFORM NAME COMMERCE OFFICER WHO WILL  
JOINT GROUP IN NEW YORK.  
HODGSON

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## Message Attributes

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